

REMARKS

Claims 1-16 are all the claims pending in the application.

Claim 10 is amended.

Applicant thanks the Examiner for considering the references cited in the IDS filed on June 10, 2003.

Additionally, Applicant respectfully requests the Examiner to acknowledge the drawings filed on October 5, 2001.

Also, Applicant respectfully requests the Examiner to acknowledge the claim for priority under 35 U.S.C. § 119, and receipt of certified copy of the priority document Republic of Korea Application number 2000-68195, submitted October 5, 2001.

Claim Rejections - 35 U.S.C. § 102

Claims 1, 3, 9, 10, 12, 13, and 15 have been rejected under 35 U.S.C. § 102(b) as being anticipated by Gerace (US Patent No. 5,848,396). Applicant traverses these rejections because Gerace fails to disclose or suggest all of the claim limitations. Specifically, Gerace fails to disclose or suggest at least the following:

Claims 1 and 13:

(b) determining a sequence for the advertisements included in the groups according to **predetermined criteria**;

The Examiner alleges the Gerace discloses all the features of claims 1 and 13 including the “determining a sequence for the advertisements included in the groups according to

predetermined criteria” (Fig. 2; Fig. 5c; Fig. 5d; col. 12, lines 20-55; col. 14, lines 5-23; col. 15, lines 10-15).

Gerace discloses that a Sponsor (company) opens an account with the program administer, where the administer obtains the Sponsor’s information and forms a corresponding Sponsor Object (see fig. 3A). “[T]he Advertising information and desired ads of the sponsor are recorded in respective objects” (col. 12 lines 57-65). These desired ads are given a price quote for running the ads and the Sponsor must accept the price quote before the ads are displayed to a user (col. 19, lines 36-41 and col. 12, lines 7-57). Because Gerace discloses billing a Sponsor for the desired ads that are to be displayed for a given user, Gerace is not concerned with determining a sequence for the advertisement being displayed or if the sequence of the advertisement being displayed is based on predetermined criteria.

Therefore, Gerace fails to disclose all of the claim features of claims 1 and 13 and at least for these reasons, Applicant respectfully submits that claims 1 and 13 are patentable and requests the Examiner to withdraw the rejection.

Additionally, claims 2, 3, 9, and 15 are allowable at least based on their dependency.

Claim 10:

a database for determining a sequence for advertisements included in groups according to predetermined criteria and storing this information about the advertisements grouped with respect to at least one predetermined area in which the advertisements can be displayed on a web page provided to at least one user terminal through the internet.

Claim 10 contains features that are analogous to the features recited in claims 1 and 13.

Therefore, based on analogous arguments for claims 1 and 13 that are patentable, Applicant respectfully submits that claim 10 is patentable for at least the above analogous reasons and requests the Examiner to withdraw the rejection.

Also, since claim 12 depends from patentable claim 10, Applicant submits that this claim is allowable at least by virtue of its dependency.

Claim Rejections Gerace 35 U.S.C. § 103

Claims 2 and 14 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Gerace in view of Mason (2002/0161648). Applicant respectfully traverses this rejection because Mason either alone or in combination with Gerace fails to disclose or suggest all of the claim limitations. Specifically, claims 2 and 14 are allowable based on their dependency from patentable claims 1 and 13, because Mason fails to make up for the deficiencies of Gerace described above.

Claims 4-8, 11, and 16 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Gerace in view of do Rosario Botelho (2002/0069105). Applicant respectfully traverses this rejection because do Rosario Botelho either alone or in combination with Gerace fails to disclose or suggest all of the claim limitations. Specifically, claims 4-8, 11, and 16 are allowable based on their dependency from patentable claims 1, 10, and 13, because do Rosario Botelho fails to make up for the deficiencies of Gerace described above.

Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

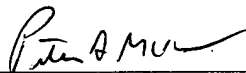
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